

Message Text

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TO AMEMBASSY PRAGUE PRIORITY

INFO AMEMBASSY LONDON

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AMEMBASSY PARIS

AMEMBASSY THE HAGUE

AMEMBASSY MADRID

AMEMBASSY BONN

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY LUXEMBOURG

AMEMBASSY ROME

AMEMBASSY REYKJAVIK

AMEMBASSY STOCKHOLM

AMEMBASSY VIENNA

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SUBJ: CZECK/EUROPEAN PARTICIPATION AT SPOKANE

EXPO '74: COLE VISIT

REF: STATE 208008

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AMBASSADOR SHERER FROM U S COMMISSIONER GENERAL
J. WELLES HENDERSON

1. I VISITED AMBASSADOR DUSAN SPACIL OF CZECHOSLOVAKIA ON OCTOBER 23. HE WAS MOST RESPONSIVE DURING HOUR VISIT AND SAID HE WOULD RECOMMEND CZECH PARTICIPATION. BUDGET IS A PROBLEM BUT WOULD HOPE NATIONAL EXHIBIT POSSIBLE.

2. HIS QUESTIONS WERE MOST PRECISE. THEY ARE ANSWERED BY EWEN DINGWALL'S LETTER WHICH I REPEAT BELOW AS MOST COMPREHENSIVE PROGRESS REPORT OF INTEREST TO INFO ADDRESSEES AS WELL.

3. WILL APPRECIATE EMBASSY READING OF SITUATION AS CZECHS OBVIOUSLY STRONG EXHIBITORS AND WOULD ADD IMPACT TO INTERNATIONAL AREA.

4. REGARDING SITE, WE SHOWED AMBASSADOR PLAN WITH LARGE SOVIET EXHIBIT NEAR BUILDING (NO. 20 AND 20A) RESERVED FOR EUROPEAN NATIONS. IN RESPONSE TO QUESTION HE IN EFFECT SAID CZECHOSLOVAKIA WOULD BE QUITE HAPPY TO BE WITH THE EUROPEANS.

5. DINGWALL - SPACIL LETTER FOLLOWS: QUOTE
DEAR MR. AMBASSADOR,
(A) IT WAS A GREAT PLEASURE FOR COMMISSIONER GENERAL HENDERSON, MR. HURD AND MYSELF TO VISIT WITH YOU AND MR. JAROSIK TODAY CONCERNING EXPO 74 AND WE WERE PARTICULARLY PLEASED WITH YOUR EXTENSIVE KNOWLEDGE AND KEEN INTEREST CONCERNING THIS EXPOSITION.
(B) AS PROMISED I SHOULD LIKE TO REVIEW FOR YOUR RECORDS SOME OF THE POINTS COVERED AND THE QUESTIONS YOU ASKED.
(C) EXPO 74 IS REGISTERED WITH THE BUREAU OF INTERNATIONAL EXPOSITIONS AT PARIS AND HAS BEEN APPROVED BY THE PRESIDENT AND THE U S CONGRESS, WITH AN DOLS 11.5 MILLION FEDERAL INVESTMENT NOW IN PROGRESS. THE SITE, NOW FAR ADVANCED IN DEVELOPMENT, IS PERHAPS THE MOST BEAUTIFUL EVER USED FOR AN EXPOSITION IN THIS COUNTRY.
(D) SECRETARY OF STATE ROGERS LAST YEAR EXTENDED FORMAL INVITATIONS TO OTHER NATIONS REGARDING PARTICIPATION, LIMITED OFFICIAL USE

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WHICH TO THIS TIME HAS TAKEN ON A STRONG PACIFIC RIM CHARACTERISTIC WHICH WE ARE VERY ANXIOUS TO ENLARGE UPON. MEXICO AND CANADA ARE PARTICIPANTS OF COURSE, ALSO JAPAN, SOUTH KOREA AND THE REPUBLIC OF CHINA. THE SOVIET UNION IS THE LARGEST FOREIGN EXHIBITOR. NEGOTIATIONS ARE PROCEEDING THROUGHOUT THE PACIFIC RIM INCLUDING AUSTRALIA, NEW ZEALAND, SINGAPORE, THE PHILIPPINES; AND IN LATIN AMERICA AND EUROPE.

(E) AS TO WESTERN EUROPE, THERE HAS BEEN SOMETHING OF A STALEMATE FOR SEVERAL MONTHS, AFTER MEMBERS OF THE EUROPEAN COMMUNITY IN MARCH FAILED TO AGREE ON A FORM OF PARTICIPATION, THOUGH ALL EXPRESSED INTEREST IN TAKING PART IN EXPO. THERE HAVE BEEN EXTENSIVE NEGOTIATIONS LED BY COMMISSIONER GENERAL HENDERSON, WORKING CLOSELY WITH EXPO PRESIDENT COLE, WITH MOST EFFECTIVE LEADERSHIP FROM COMMERCE SECRETARY DENT, SECRETARY ROGERS, THEIR PRINCIPAL AIDES; FROM OUR AMBASSADORS IN EACH OF THE CAPITALS.

(F) FINALLY THIS STALEMATE WAS BROKEN JUST THIS PAST FRIDAY WHEN THE GOVERNMENT OF FRANCE INFORMED U S GOVT. OF ITS ACCEPTANCE IN THE EUROPEAN PAVILION. IT IS ANTICIPATED THAT SEVERAL OTHER EUROPEAN COUNTRIES WILL NOW ACCEPT AS WELL.

(G) THUS WE ANTICIPATE 12 TO 15 COUNTRIES, PERHAPS MORE.

(H) MAJOR U S INDUSTRIES--THE BELL SYSTEM, FORD, GENERAL MOTORS, GENERAL ELECTRIC, BOEING AND OTHERS -- ARE PARTICIPATING AS WELL.

(I) EXPO WILL OPERATE FOR SIX MONTHS FROM MAY 4 TO NOVEMBER 3 NEXT YEAR, WITH SOME FIVE MILLION VISITORS EXPECTED, PLUS A HUGE AUDIENCE THROUGH THE NEWS MEDIA, AND THROUGH A GREAT VARIETY OF SPECIAL EVENTS CONVEYED THROUGHOUT THE WORLD VIA SATELLITE.

(J) ALL STRUCTURES TO BE PROVIDED FOR FOREIGN PARTICIPATION HAVE NOW BEEN CONSTRUCTED ON THE SITE AND ARE AVAILABLE FOR INSPECTION. AS WE DISCUSSED THE MINIMUM SPACE ALLOCATION, APPROXIMATELY 4,000 S.F. WOULD REQUIRE AN INVESTMENT FROM YOUR GOVERNMENT TO EXPO OF SOMEWHAT LESS THAN \$40,000, PLUS ACTUAL COST OF UTILITIES USED WITHIN YOUR SPACE--WATER, LIGHT, ETC. THE BALANCE OF THE COSTS--EXHIBIT DESIGN, SHIPPING, INSTALLATION, LIMITED OFFICIAL USE

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OPERATION AND STAFFING-- WOULD BE WITHIN CONTROL OF YOUR EXPERTS.

(K) EXHIBITION SPACES PRESENTLY AVAILABLE TO NATIONAL GOVERNMENTS INCLUDE BUILDING 8A, 4,250 S.F.; NO. 34, 7,500 S.F; NO. 20, 19,500 S.F.; AND NO. 20A, 5,500 S.F.

(L) THE 4,000 S.F. UNITS IN THE EUROPEAN PAVILION-- FOUR IN NUMBER-- COST THE PARTICIPATING GOVERNMENTS \$35,000. PARTICIPATION IS POSSIBLE IN SEPARATE PAVILIONS, THE COSTS VARYING DEPENDING ON SIZE, IN ACCORDANCE WITH THE STATEMENT OF FEES ENCLOSED IN THE MATERIALS WE LEFT WITH YOU.

(M) TO ASSIST IN A BROADER PRESENTATION FROM YOUR GOVERNMENT, ALSO TO MODIFY YOUR OVERALL COSTS OF PARTICIPATION, IT IS ENTIRELY APPROPRIATE FOR THERE TO BE A BOUTIQUE EITHER PLANNED IN YOUR FORMAL

EXHIBITION SPACE OR IN A KIOSK ADJACENT TO YOUR SPACE OR ELSEWHERE ON THE GROUNDS. THE COST OF THIS SPACE IS AMORTIZED AGAINST THE REVENUES FROM YOUR SALES, APPROXIMATELY 15 PERCENT OF WHICH WOULD REVERT TO EXPO AFTER ADVANCE RENTAL HAS BEEN MADE UP.

(N) EXPO 74, OF COURSE, IS A CULTURAL/EDUCATIONAL/ ENTERTAINMENT EVENT, NOT A TRADE FAIR. AS SUCH, IT IS THE SINGLE SUCH EVENT PLANNED ANYWHERE IN THE U S DURING THE '70'S. BUT SALES OF SOUVENIRS AND/OR FOOD ARE PERMISSIBLE AND EVEN ENCOURAGED.

(O) PERFORMING ARTS AND ENTERTAINMENT WILL BE IMPORTANT FEATURES OF EXPO, AS A SUMMARY REPORT ENCLOSED WILL DEMONSTRATE. ALL PARTICIPATING COUNTRIES ARE INVITED TO TAKE PART IN THIS ASPECT OF PROGRAMMING IN ADDITION TO THEIR FORMAL EXHIBITIONS.

(P) IN ADDITION, THE NATIONAL SCIENCE FOUNDATION HAS RECENTLY MADE A PRELIMINARY GRANT TO EXPO 74 FOR LAYING THE FOUNDATION FOR A SERIES OF INTERNATIONAL SEMINARS DEALING WITH THE ENVIRONMENTAL THEME OF THE EXPOSITION. CURRENTLY A SERIES OF THREE MAJOR INTERNATIONAL EVENTS IS PLANNED AND DETAILS OF THESE ARE NOW BEING PREPARED IN SUMMARY AND WILL BE FORWARDED TO YOU SHORTLY. HERE AGAIN PARTICIPATION BY YOUR SCIENTIFIC/ENVIRONMENTAL LEADERS WOULD BE MOST WELCOME.

(Q) CALIFORNIA AND WESTERN CANADA AND THE MIDWEST OF THE U S WILL BE MAJOR SOURCES OF ATTENDANCE AT EXPO 74
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WITH THOUSANDS OF FAMILIES PLANNING TO TRAVEL WITH TRAILERS OR IN CAMPER EQUIPMENT THROUGH THE COUNTRY IN SOUTHWEST MONTANA, IDAHO, WASHINGTON, BRITISH COLUMBIA, OREGON AND OTHER PARTS OF THE GREAT PACIFIC NORTHWEST.

(R) AS THE MAJOR PRESTIGE CELEBRATIVE EVENT IN THE WORLD NEXT YEAR, EXPO 74 OFFERS AN IMPORTANT PLATFORM FOR YOUR GOVERNMENT TO USE IN SPEAKING NOT ONLY TO THE PEOPLE OF THIS COUNTRY BUT THE WORLD. WHILE SOME FIVE MILLION PEOPLE ARE EXPECTED TO ATTEND, A HUGE ADDITIONAL AUDIENCE -- ESTIMATED AT 100 MILLION-- WILL BE WITNESSING MAJOR ASPECTS OF EXPO VIA TELECOMMUNICATIONS SYSTEMS THROUGHOUT THE WORLD.

(S) AS YOU KNOW FATA SPECTRANA IS NOW ASSURED AS AN ENTERTAINMENT EVENT; WE WOULD HOPE ALSO TO FEATURE THE UNIQUE EXHIBITION DESIGN TECHNIQUES FOR WHICH YOUR COUNTRY HAS BECOME FAMED; TO HAVE YOUR PERFORMING ARTS REPRESENTED AS WELL; TO HAVE YOUR ENVIRONMENTAL LEADERS PARTICIPATE IN THE INTERNATIONAL SYMPOSIA; TO HAVE SOUVENIRS AND PERHAPS FOOD--PERHAPS YOUR GREAT PILSNER BEER--AVAILABLE TO EXPO VISITORS.

(T) PARTICIPATION OF YOUR COUNTRY COULD INCLUDE ALL THESE ALTERNATIVES OR SOME MIX OF THEM TO BE NEGOTIATED

AND AGREED UPON.

(U) EXPO WOULD WELCOME AN EARLY VISIT, MR. AMBASSADOR,
FROM YOURSELF AND OTHER COLLEAGUES AND COMMISSIONER
GENERAL HENDERSON, AS INDICATED, WOULD TAKE APPROPRIATE
STEPS TO FACILITATE SUCH A VISIT.

(V) AGAIN, IT WAS A GREAT PLEASURE FOR US TO MEET WITH
YOU AND WE LOOK FORWARD TO ANOTHER OPPORTUNITY.

RESPECTFULLY (SIGNED) EWEN C. DINGWALL (UNQUOTE). KISSINGER

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